

Exhibit A
To Registration Statement
Pursuant to the Foreign Agents Registration Act of 1938, as amended

Privacy Act Statement. The filing of this document is required by the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide this information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. Statements are also available online at the Registration Unit's webpage: <http://www.fara.gov/>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the Administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <http://www.fara.gov/>.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Counterespionage Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

*Furnish this exhibit for EACH foreign principal listed in an initial statement
and for EACH additional foreign principal acquired subsequently.*

1. Name and address of registrant Development Counsellors International 215 Park Ave. South 10th Floor New York, NY 10003		2. Registration No. 4777
3. Name of foreign principal Tourism Toronto	4. Principal address of foreign principal 207 Queens Quay West Suite 405 Toronto, Ontario M5J1A7	
5. Indicate whether your foreign principal is one of the following:		
<input type="checkbox"/> Foreign government		
<input type="checkbox"/> Foreign political party		
<input type="checkbox"/> Foreign or domestic organization: If either, check one of the following:		
<input type="checkbox"/> Partnership		
<input type="checkbox"/> Corporation		
<input type="checkbox"/> Association		
<input type="checkbox"/> Individual-State nationality		
<input type="checkbox"/> Committee		
<input type="checkbox"/> Voluntary group		
<input checked="" type="checkbox"/> Other (specify): <u>Not For Profit Agency</u>		

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6. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant

b) Name and title of official with whom registrant deals

7. If the foreign principal is a foreign political party, state:

a) Principal address

b) Name and title of official with whom registrant deals

c) Principal aim

8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal.

Tourism Toronto is the official destination-marketing organization for Toronto's tourism industry. Tourism Toronto focuses on promoting and selling the greater Toronto region as a remarkable destination for tourists, convention delegates and business travelers. Officially operating as a not-for-profit agency, Tourism Toronto has over 1,000 members and is a partnership of public and private sectors.

b) Is this foreign principal

Supervised by a foreign government, foreign political party, or other foreign principal

Yes ☐ No ☐

Owned by a foreign government, foreign political party, or other foreign principal

Yes ☐ No ☐

Directed by a foreign government, foreign political party, or other foreign principal

Yes ☐ No ☐

Controlled by a foreign government, foreign political party, or other foreign principal

Yes ☐ No ☐

Financed by a foreign government, foreign political party, or other foreign principal

Yes ☐ No ☐

Subsidized in part by a foreign government, foreign political party, or other foreign principal

Yes ☐ No ☐

9. Explain fully all items answered "Yes" in Item 8(b). *(If additional space is needed, a full insert page must be used.)*

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10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

Tourism Toronto is a not for Profit Agency directed by David Whitaker, President & CEO.

Date of Exhibit A
3/31/10

Name and Title
Carrie Nepo, CFO

Signature



Exhibit B
To Registration Statement
Pursuant to the Foreign Agents Registration Act of 1938, as amended

INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. One original and two legible photocopies of this form shall be filed for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Privacy Act Statement. The filing of this document is required by the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide this information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. Statements are also available online at the Registration Unit's webpage: <http://www.fara.gov/>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the Administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <http://www.fara.gov/>.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .33 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Counterespionage Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant Development Counsellors International	2. Registration No. 4777
3. Name of Foreign Principal Tourism Toronto	

Check Appropriate Boxes:

4. ☒ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.
5. ☐ There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
6. ☐ The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and expenses, if any, to be received.

7. Describe fully the nature and method of performance of the above indicated agreement or understanding.
DCI will provide the services associated with a traditional media relations campaign targeted at increasing the amount of visitors to Toronto. See the attached contract for specific details/work plan of the agreement.

8. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

A Media Relations campaign designed to attract visitors to Toronto. In 2010, DCI will secure exclusive one-on-one appointments for Tourism Toronto executives with key online media, broadcasters and producers in conjunction with planned business visits to key media markets for industry events. DCI will work with Tourism Toronto to identify strategic private sector spokespeople to accompany Tourism Toronto executives for niche market media appointments and interviews. DCI will provide all necessary briefing documents, accompany tours, and work with Tourism Toronto team to manage follow-up. DCI will enhance Tourism Toronto's existing proactive print media outreach program through reactive media pitching. DCI will identify incoming opportunities and work with the Tourism Toronto team to pitch relevant Toronto spokespeople, hotel/entertainment partners, as well as the destination to media seeking specific story angles.

See the attached contract for the full work plan associated with the contract.

9. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act and in the footnote below? Yes ☐ No ☒

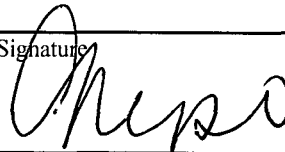
If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

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Date of Exhibit B
4/23/10

Name and Title
Carrie Nepo, CFO

Signature



Footnote: Political activity as defined in Section 1(o) of the Act means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

DEVELOPMENT COUNSELLORS INTERNATIONAL

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New York, NY 10003

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TOURISM TORONTO

2010 PUBLIC RELATIONS PROPOSAL

2010 APR 29 AM 10:07
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PREPARED FOR:

Tourism Toronto

Media Relations Campaign

Media Outreach

Targeted public relations campaigns have the power to augment Toronto's profile as a leading cosmopolitan getaway and increase awareness of the destination's diverse attractions. DCI has designed the following 12-month work plan to complement the ongoing proactive public relations efforts of Tourism Toronto's North American Public Relations Team.

Strategy:

Create "brandcaster" outreach program designed to penetrate influential print publications, main stream media, online magazines, blogs, websites and social media profiles.

Support "brandcaster" outreach with public relations campaign that included proactive outreach (print/broadcast), media missions, and special events that deliver Tourism Toronto's key niche market messages to a select number of highly targeted media outlets.

Objectives:

Increase consumer inquiries and visitation by positioning Toronto as a leading destination for cosmopolitan experience seekers.

Target Audiences:

Leisure travelers in key metropolitan markets (with a special focus on New York City and key cities in the northeast corridor), and targeted niche markets, including GLTB, Golf, Culinary Travel, Arts & Culture, Entertainment and Family Travel.

Brandcasters, thought leaders, and media (travel and lifestyle media, arts, culture, and entertainment outlets, GLTB influencers, biking and golf publications, food/beverage media, and broadcast television outlets) that serve as reliable information sources for the above groups.

News Bureau

Proposed: Revise "Most Wanted" Media List

Timeline: January 2010

DCI will work closely with Tourism Toronto to expand target broadcasters list, and pinpoint niche national print outlets, broadcast programs and production houses.

Proposed: Tailor Key Messages

Timeline: January 2010

Following our discussions at the inception of this contract, DCI will document our defined key messages (cosmopolitan experiences, epicurean adventure, GLTB attractions, golf getaways and cultural retreats) for proactive media relations.

Proposed: 2 Product Knowledge Tours

Timeline: 2010

DCI's Tourism Toronto service team will conduct product knowledge tours in conjunction with planned group press trips to explore and experience new attractions, properties and developments, while refreshing established knowledge of the region. DCI will package new ideas and story angles that complement Tourism Toronto ongoing North American PR efforts following each visit to enhance our proactive specialty market media relations campaigns.

Proactive Broadcasters Outreach

DCI will continue aggressive outreach to main-stream media, print journalists, key thought leaders, online influencers, bloggers and "broadcasters" to strengthen third party endorsements and raise the profile of Toronto.

- DCI will identify 50-100 NEW "broadcasters," expanding the reach of our 2009 broadcasters program to include media and influencers from all US markets. DCI will expand the broadcasters list to include mainstream media in addition to thoughtleaders including: fine artists, musicians, chefs, architects, actors, sporting enthusiasts, travel advisors, public sector leaders from across the country whose established blogs, twitter postings and/or traditional following have a wide US reach.
- Day III Video Interviews: At the end of their visit, Tourism Toronto will conduct a 10-15 minute video interview allowing the broadcasters to share their candid thoughts about the visit.

- DCI will then work with broadcasters to share "Their Toronto Experiences" with "Their Network." We will encourage our target broadcasters to utilize both social media and traditional media to communicate and share their positive reactions to Toronto's tourism product.
- Tourism Toronto's internet and marketing team can then incorporate the broadcaster video endorsements into social media campaigns and Tourism Toronto profiles (Twitter, Facebook, Youtube, etc).

Proposed: Prepare Target Most Wanted List of 50-100 Thought Leaders

Secure 20-25 Broadcaster Visits (Individual or as part of planned group press trips)

Facilitate Video Interviews (as needed)

Timeline: Ongoing

Reactive Media Outreach

DCI is frequently approached as a "go-to resource" for top travel journalists and editors seeking the latest tourism news for round up articles and destination assignments.

DCI will enhance Tourism Toronto's existing proactive print media outreach program through reactive media pitching – allowing the Tourism Toronto team to focus on targeting the top print publications and pitching large print feature stories, while maintaining Toronto's presence in influential destination round-up articles. DCI will identify incoming opportunities and work with the Tourism Toronto team to pitch relevant Toronto spokespeople, hotel/entertainment partners, as well as the destination to media seeking specific story angles.

Proposed: Present 4-6 Incoming Media Leads To Tourism Toronto PR Team And Partners Per Month

Timeline: Monthly

Broadcast Television Outreach

Continuing the broadcast outreach program from 2009, DCI will place a special emphasis on targeting select broadcast television outlets with Toronto segment concepts and publicity opportunities. With its wide reach and the ability to capture the essence of Toronto through interactive and visual coverage, television remains one of the most successful means for motivating travelers to consider a vacation destination.

MORNING & NEWS SHOWS

Once again employing the "Most Wanted" list approach, DCI will identify up to 20 broadcast media outlets and morning show programs that reach Toronto's target New York City audience, such as CW11, NY1, Fox & Friends, Today Show, Good Morning America, etc. We will then utilize various tactics to engage producers from the targeted outlets – including pitching morning show segments, dressing broadcast sets, providing expert spokespeople and securing Toronto culinary segments and performances.

FEATURE NETWORK & CABLE PROGRAMMING

DCI also has a strong network of production contacts at top North American network programs and reality shows. In the past year alone, DCI secured clients as host destinations for The Mole, The Amazing Race, National Geographic Television's Departures and a wealth of culinary, travel, outdoor adventure and cultural cable network programs on the Travel Channel, Golf Channel, Food Network, and Fine Living Network.

DCI will coordinate production house calls to pitch Toronto as a host location for strategic programs. These meetings may be part of planned media missions in Los Angeles and New York (number of appointments will be based on client availability), and our ongoing broadcast outreach. DCI will also develop story itineraries, coordinate follow up and manage travel logistics for confirmed filming opportunities.

Proposed:	Prepare Target Broadcast List
	Secure 2-4 Broadcast Placements
Timeline:	Monthly

Creativity Sessions

Proposed:	1 Creativity Session, Designed To Brainstorm and Identify New Ideas to Enhance Program Goals and Objectives
Timeline:	July 2010

To ensure that DCI is regularly offering our best creative thinking to address your key marketing concerns, we have built in time to brainstorm within this contract. Within the constraints of time and budget, it will not be possible to implement all of the ideas generated, but our aim is to share possible directions and communicate our willingness to deliver "out-of-the-box" thinking in promoting the Greater Toronto region.

Reporting

DCI will provide an activity report on the first of every month which will detail the progress made toward our goals. The report will also capture all media results during that time period. An actual copy of each placement, along with a description, circulation figures and calculation of advertising equivalency will be provided.

Additionally, this year DCI will travel to Toronto mid-term during the contract to review progress on our campaign and brainstorm surrounding relevant improvements.

Proposed: Submit Activity Monthly Report

Timeline: Monthly

Proposed: Mid-Term Report (& Brainstorm)

Present mid-term report, in person (budget permitting) or via conference call.

Timeline: July 2010

Contractual Costs

This campaign has been designed as a 12-month program that will begin on January 1, 2010 and continue through December 31, 2010. Approximately 6 weeks before the conclusion of this program, DCI will provide a detailed report outlining recommendations for the program's continuation.

The attached budget includes monthly retainer fees including fixed communications expenses. Out of pocket expenses have considerable variation but estimates can be provided upon request based on recent experience.

DCI's monthly retainer of **CAN\$8,334/month**, which includes both the DCI professional fee and a standard fixed-expense fee, will be billed in one invoice at the beginning of each month. The fixed expense fee covers a US\$200 per month fee for communication expenses (telephone, postage, copies, delivery, result copies, etc). Client payment is requested within 15 days of billing.

Any media or staff travel or ancillary expenses not detailed above will be billed separately as they occur, with documentation. DCI does not charge markup on any expense items.

This agreement may be canceled by either party, Tourism Toronto or DCI, for any reason upon 60 days written notice to the other. The program shall continue on a month-to-month basis after December 31, 2010, under the same terms and conditions unless both parties mutually agree upon new terms.

TOURISM TORONTO
DCI BUDGET FOR PUBLIC RELATIONS PROGRAM
January 1 – December 31, 2010

I. MONTHLY RETAINER	CAN\$100,000
(CAN\$8,334/month x 12 months)	
(Approx.US\$7,750/month x 12 months)	
TOTAL	CAN\$100,000

ADDITIONAL CONTRACT ELEMENTS:

- Variable expenses (including, but not limited to, media tour DCI escort travel, DCI immersion tours, broadcaster travel costs, DCI travel for special events, etc.) will be billed separately with proof of receipt following client's approval.
- Expenses and professional fees for Add-On Projects and Special Events are not included in the monthly retainer and will be negotiated and confirmed through a separate addendum contract.

Approved and Accepted By:

Andrew Weir, Director of Communications – Tourism Toronto

Karyl Leigh Barnes, Vice President, Development Counsellors International

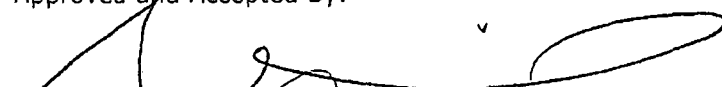
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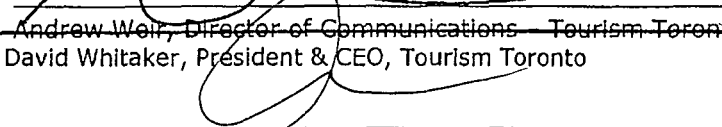
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Approved and Accepted By:



~~Andrew Wolf, Director of Communications - Tourism Toronto~~
David Whitaker, President & CEO, Tourism Toronto



Andrew Levine, Development Counsellors International

2010 APR 29 AM 10:08
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Hello ,

Tourism Toronto would love to invite you to attend the **34th Annual Toronto International Film Festival®** (TIFF). The festival takes place September 10-19, opening weekend is the best time to attend for celebrity access but dates are flexible.

Do you think this is something you would be interested in?

The 34th **Toronto International Film Festival®** opens September 10 with the world premiere **Gala Presentation** of *Creation*, directed by Jon Amiel (*The Core*, *Entrapment*, *The Man Who Knew Too Little*). Produced by Jeremy Thomas, the film tells the life story of Charles Darwin starring Paul Bettany (*The Da Vinci Code*, *Wimbledon*, *A Beautiful Mind*) as Darwin and Jennifer Connelly (*He's Just Not That Into You*, *The Day the Earth Stood Still*, *A Beautiful Mind*) as his wife, Emma.

During TIFF between 300-400 films are screened at approximately 23 screens in downtown Toronto venues. Annual attendance at TIFF exceeds 300,000 from public and industry audiences. In terms of audience attendance, it is regularly ranked in the top five, after Cannes, Berlin, Venice, New York and Sundance; however, **it is considered the second-most important and prestigious festival after Cannes.**

The festival is considered a launch pad for many studios to begin "Oscar-buzz" for their films; for example, Taylor Hackford's *Ray* premiered at the festival and garnered much attention for Jamie Foxx's portrayal of Ray Charles (for which he ultimately won the Academy Award for Best Actor); and *Slumdog Millionaire*, that went on to win 8 Oscars at the 2009 Academy Awards.

Let me know what you think, I look forward to hearing from you.

Best,

MAUREEN HALEY

Senior Account Executive

DEVELOPMENT COUNSELLORS INTERNATIONAL

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www.aboutdci.com;

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Name of activity: Bata Shoe Museum

Price: Suggested donation of \$5.00

Description: Footwear on display ranges from Chinese bound foot shoes and ancient Egyptian sandals to chestnut-crushing clogs and glamorous platforms. Over 4,500 years of history and a collection of 20th-century celebrity shoes can be seen.

Dates open/available: Year round

Website: <http://www.batashoemuseum.ca/>

Name of activity: Visit NFB Mediatheque

Price: \$2.00

Description: NFB Mediatheque has digital viewing stations where you can choose from over 4,000 films including documentaries, animation, short films and NFB classics. All are available on demand.

Dates open/available: Year round

Website: www.nfb.ca/mediatheque

Name of activity: Contemporary art at The Power Plant

Price: \$5.00 adults, \$3.00 students/seniors, free for children

Description: The Power Plant offers some of the city's top contemporary art. The Power Plant has three major exhibition galleries and smaller, adjacent indoor and outdoor sites which lend themselves to virtually any presentation circumstance.

Dates open/available: Year round

Website: www.thepowerplant.org

Name of activity: Take the Ferry to Centre Island

Price: \$4.00 - \$8.00

Description: Centre Island is 600 acres of parkland. On the island visitors will find a small amusement park, restaurants and other attractions.

Dates open/available: Year round

Website: <http://www.toronto.ca/parks/island/#centre>

Name of activity: Harbourfront Centre

Price: Most events are free.

Description: Harbourfront Centre is located on Toronto's waterfront. It hosts events and activities of excellence that enliven, educate and entertain a diverse public.

Dates open/available: Year round

Website: <http://www.harbourfrontcentre.com/>

Name of activity: TAP into TO!

Price: FREE

Description: Free visits to Toronto's vibrant neighborhoods and themed districts so you can discover the real Toronto. Toronto residents who love their city and want to share it with you have volunteered to become "greeters" to meet you and show you around.

Dates open/available: Year round

Website: <http://www.toronto.ca/tapto/about.htm>

Name of activity: Redpath Sugar Museum

Price: FREE

Description: Displays focus on the production of sugar through photosynthesis, aspects of sugar and nutrition, origins of cane sugar and processing, the social history of sugar, scale models of sugar transportation and production of sugar utensils.

Dates open/available: Year round
Website: www.redpathsugars.com

Toronto Family Activities Under \$10

Name of activity: Love Bugs at the Zoo

Price: Children 12 and under, who bring a valentine for their favorite creepy crawly get in FREE.

Description: Event includes interactive bug exhibits, bug-tastic crafts, photo taken at the Shutter-Bug station and more. Event is from 9:30 a.m. to 3:30 p.m.

Dates open/available: February 7, 8

Website: <http://www.torontozoo.com/specialevents/#225>

Name of activity: Toronto Festival of Storytelling

Price: FREE

Description: Story performers from across Toronto and the world will gather to entertain audiences of all ages

Dates open/available: March 25- 28

Website: <http://www.torontofestivalofstorytelling.ca/>

Name of activity: Jane's Walk

Price: FREE

Description: Guided tours and other events "encourage walkable neighborhoods, urban literacy and cities planned for people" in memory of Jane Jacobs.

Dates open/available: May 1, 2

Website: <http://www.janeswalk.net/>

Name of activity: The Toronto Comic Arts Festival

Price: FREE at the Toronto Reference Library

Description: Showcases a diverse range of comics. Fun for all comic lovers.

Dates open/available: May 8, 9

Website: <http://www.torontocomics.com/tcaf/>

Name of activity: Doors Open Toronto

Price: FREE

Description: Over 140 buildings around the city will open so visitors can explore architecture and behind-the-scenes action in Toronto.

Dates open/available: May 29 – 30

Website: <http://www.toronto.ca/doorsopen/>

Name of activity: Allan Gardens

Price: FREE

Description: Allan Gardens Conservatory is almost 100 years old and has over 16,000 square feet of greenhouse area. It contains tropical plants from all over the world from Palm trees to cacti. There are also seasonal plantings throughout the year. From mid-January to the end of March the spring show of bulbs are displayed.

Dates open/available: Year round

Website: www.toronto.ca/parks/parks_gardens/allangdns.htm

Family Travel Destination

Toronto, Canada offers a wide variety of unique activities great for family fun. Toronto allows families to travel to a foreign city where they can experience a different culture but not deal with the language barrier. The city is filled with exciting museums, interesting neighborhoods, good theater, and a lively waterfront.

AREA HIGHLIGHTS:

- Visit the **CN Tower**, the world's tallest free-standing structure. The views are spectacular from the observation deck. Visitors can see Niagara Falls on a clear day. Kids will especially enjoy the glass floor, which allows them to feel as if they are floating atop the city. Attractions also include an airplane flight-simulator ride, an IMAX theater with a film about Canada, an arcade and new cafés.
- **Playdium** is the ultimate high-tech Family Entertainment Centre. It features over 200 interactive and physical games, rides and sports simulators. Games include Go-Karts, Mini-Golf, 9 variable speed batting cages and "Water Wars".
- The **Toronto Zoo** allows families to see animals such as gorillas and African Savanna's ostriches. In the summer time families can visit Zellers Discovery Zone which includes the Kids Zoo and Splash Island, two acres of spurting fountains great for cooling off under and burning off any excess energy.
- During the spring and summer time **Ontario Place** offers pedal boats, miniature golf and more. The area is home to **Soak City** water park and **Harbourfront Centre** which features craft, art galleries, performance venues and restaurants. Take the ferry across the harbor to Centre Island's **Centreville**, an amusement park with a carousel,.
- For time travel to the 19th-century, visit **Black Creek Pioneer Village**, a re-constructed, mid-19th-century village where interpreters in period clothing demonstrate broom-making, weaving, baking, and more. The village features more than 40 restored homes as well as chicken, sheep and Clydesdale horses.
- At the end of May Toronto hosts an annual event called "Doors Open Toronto" where over 140 buildings around the city will offer free admission so you can explore architecture and behind-the-scenes action in Toronto.

For more information visit: <http://www.seetorontonow.com/>

Hi XXX,

I wanted to touch base to see if you have time for a **brief meeting Monday, March 29 or Tuesday, March 30 with Tourism Toronto** Media Relations Manager Justine Palinska, to learn more about why travelers should "See Toronto Now."

A few highlights for visitors include:

- New Luxury Hotels opening summer 2010 including the **first international Thompson Hotel** location and Ritz Carlton Toronto
- Unique boutique hotels with big personality including the **Drake Hotel** and the **Gladstone Hotel**
- **Art Gallery of Ontario**, with newly renovated additions by world renowned Toronto born architect Frank Gehry including **FRANK restaurant** on the forefront of fine dining in museums featuring local products and Ontario wines
- 35th Anniversary of the **Toronto International Film Festival**

We would really appreciate the opportunity to meet with you. Please let me know if you would be available for a **short 15-30 minute meeting**, and we look forward to seeing you during our visit.

You can reach me directly at 212-444-7176; I will also give you a call to follow up about this information.

Warm Regards,
Kristen

Dear _____,

As a thought leader in culinary travel Tourism Toronto would like to offer you the opportunity to explore the city's culinary renaissance with a four day/four night free pass and "keys to the city" to

A few of the dining experiences not to miss include:

- **FRANK restaurant** at the newly renovated **Art Gallery of Ontario** on the forefront of fine dining in museums featuring contemporary comfort food utilizing the best of Ontario's agricultural products
- **St. Lawrence Market**, a famed foodie haven with over 120 specialty merchants rated by *Food & Wine* as a top 25 best market in the world
- **Blowfish Restaurant and Saki Bar**, where Executive Chef GQ Pans' creative yet approachable dishes are inspired by the authenticity of the historical building
- **Jamie Kennedy Wine Bar**, featuring tasting-size portions of local, naturally grown fare are offered with Sommelier-selected wines
- **One Restaurant**, located in the Hazelton Hotel downtown and helmed by celebrity chef Mark McEwan One brings together European cuisine and the best of fresh Ontario produce

We would love to work with you to find travel dates that fit your schedule between now and November 2009. Upcoming festivals include: Toronto International Film Festival (September 10-19) and Nuit Blanche Arts & Architecture (October 1-5). For more information on festivals and events visit www.seetorontonow.com.

Editorial policy permitting Tourism Toronto sponsored visit includes round trip airfare for one person, four night hotel accommodations, select meals and attraction admissions. Customized formal itineraries or general suggestions are available based on preference.

We look forward to seeing you in Toronto.

MAUREEN HALEY

Senior Account Executive

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As a thought leader in the travel industry, Tourism Toronto invites you to explore the city with a four day/four night free reign pass. Once you have visited we are sure you will discover many reasons why travelers should "See Toronto Now."

A few of the countless experiences not to miss include:

- **Art Gallery of Ontario**, with newly renovated additions by world renowned Toronto born architect Frank Gehry including **FRANK restaurant** on the forefront of fine dining in museums featuring local products and Ontario wines
- **St. Lawrence Market**, a famed foodie haven with over 120 specialty merchants and vendors
- Toronto's lively and fascinating neighborhoods including the **Historic Distillery District**, formerly an industrial center now an arts & theater destination
- Unique boutique hotels with big personality including the **Drake Hotel** and the **Gladstone Hotel**
- **Blowfish Restaurant and Saki Bar**, where Executive Chef GQ Pans' creative yet approachable dishes are inspired by the authenticity of the historical building
- **One Restaurant**, located in the Hazelton Hotel downtown and helmed by celebrity chef Mark McEwan One brings together European cuisine and the best of fresh Ontario produce

We would love to work with you to find travel dates that fit your schedule between now and November 2009. Upcoming festivals include: Nuit Blanche Arts & Architecture (October 1-5), Halloween (October 29-November 2), Santa Claus Parade and Holiday Shopping (November 15) and Cavalcade of Lights (November 28). For more information on festivals and events visit www.seetorontonow.com.

Editorial policy permitting, Tourism Toronto sponsored visit includes round trip airfare for one person, four night hotel accommodations, select meals and attraction admissions. Customized formal itineraries or general suggestions are available based on preference.

We look forward to seeing you in Toronto.

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2010 APR 29 AM 10:08
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